



Photo courtesy of Spartanburg County Parks Dept.

2024 ANNUAL REPORT EXECUTIVE SUMMARY



In 2024, NRPA and the field of parks and recreation had a remarkable year. More than **276 million people visited a park at least once**, and park and recreation professionals provided them with a diverse array of programming options and places to gather.

NRPA celebrated a yearlong theme of “**Where You Belong**.” The theme recognized the unique role parks and recreation play in fostering **social connection** and a **sense of belonging** so that people of all backgrounds can experience the benefits of their local parks and recreation areas.

Our vision for the next five years, **NRPA’s Strategic Plan 2025-29**, was unveiled. It positions us to grow future leaders in the field, build a groundswell of support for community investment, and ensure *all people can access the life-changing benefits of parks and recreation*.

Together with a network of **more than 60,000 park and recreation professionals**, our results show a significant impact around our Three Pillars of Equity, Health and Well-Being, and Environmental Resilience. We are creating a **culture of impact** where everyone experiences belonging, well-being and joy through parks and recreation.

2024 BY THE NUMBERS HIGHLIGHTS

WHERE YOU BELONG		OUR WORK IN ACTION		INDUSTRY IMPACT		
276M people visited local parks or recreation facilities at least once in 2024	68,064 NRPA members	\$3.9M invested in 136 communities, reaching more than 2 million people	1.4M people reached through environmental resiliency programs	171K full-time park and recreation employees nationwide	\$201B in economic activity generated by the park and recreation industry	11M acres of land managed by park and recreation professionals

SPOTLIGHT ON

COMMUNITY WELLNESS HUB IMPACT

In Brownsville, Texas, a community wellness hub (CWH) managed by the Brownsville Parks and Recreation Department tailors programs to address **the unique health and wellness needs** of the city's diverse population using data-driven insights. With support from strategic partnerships and grant funding facilitated by NRPA, the CWH offers services like nutrition education, cooking classes, older adult fitness programs and support for young families.

The Hub*:

engaged
more than
4K
adults

reached
more than
21K
children

served
more than
35K
meals

EQUITY IN PRACTICE CERTIFICATE PROGRAM AND EDUCATION

NRPA supports park and recreation professionals by providing educational opportunities for them to practice putting **equity into action** and learn from and with each other to advance equitable outcomes. With support from the Pisces Foundation, NRPA developed an **Equity in Practice Certificate program**. More than 160 professionals were supported in the program, helping them understand and learn ways to address future challenges, with a special focus on those based on difference. Outcomes from the program were strong with **100 percent of individuals praising the program** for boosting skills in race equity analysis, direct communication, relationships across differences and self-awareness. In addition, 88 percent of participants took action in creating Equity in Action Plans for agency-wide solutions as an outcome of the certificate program.

160
professionals
supported in
certificate program

100%
boosted skills in race equity
analysis, direct communication,
relationships across differences
and self-awareness

88%
created
Equity in Action Plans
for agency-wide solutions

ADVOCACY IN ACTION

More than 30 members of NRPA's Business Council, Board of Directors and Advocacy Committee joined NRPA staff in Washington, D.C., to **advocate for the Outdoors for All Act**, a priority piece of legislation that codifies the Outdoor Recreation Legacy Partnership Program and expands eligibility for the program. In addition to holding nearly 70 in-person meetings with members of Congress, the advocacy campaign generated more than 1,200 unique contacts from advocates to members of Congress to support passing the legislation. We closed out the year strong when **the legislation passed in Congress in December**. This was a huge win for our members and advocates, as well as the communities they serve.



As we head into our 60th year, we need you to champion the undeniable truth that parks and recreation not only **belong in every community**, but are *essential infrastructure* that provides critical services for everyone. **Partner with us and help communities thrive.**

SCAN TO VIEW THE FULL
2024 ANNUAL REPORT
WWW.NRPA.ORG/ANNUAL-REPORT

